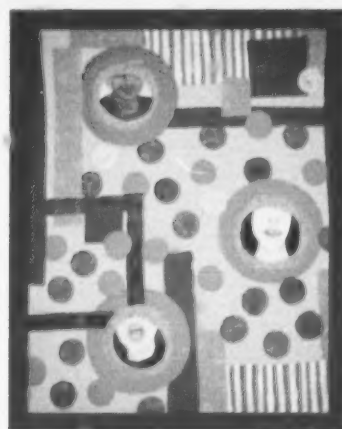
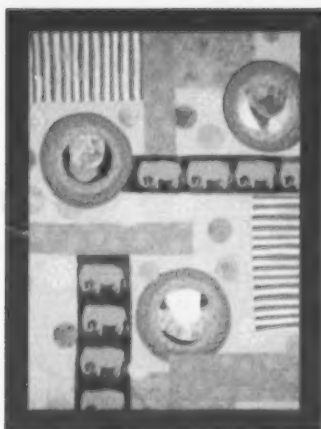


Annual Report 2012-2013



**ACTIVITIES OF THE PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
April 1, 2012, to March 31, 2013**

About the Cover Images



From a series called *women's voice*
by Catherine Miller 2012 PEI (eramosa.net).

*These three pieces represent women's voices in life and protest:
being silent, talking, or yelling.*

*These artworks are also featured on cards the PEI Advisory Council
on the Status of Women sends to PEI women as thank yous,
congratulations, and for special occasions.*



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Advisory Council on the
Status of Women

PO Box 2000
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Canada C1A 7N8

October 2013

Hon. Valerie Docherty, Minister Responsible for the Status of Women
PO Box 2000
Charlottetown PEI C1A 7N8

Dear Minister Docherty:

I am pleased to present you with the 2012-2013 Annual Report of the Prince Edward Island Advisory Council on the Status of Women. The Annual Report contains our audited financial statements and a summary of Council's activities, publications, and collaborations with government from April 1, 2012, to March 31, 2013.

Sincerely,

A handwritten signature in cursive script that reads "Diane Kays".

Diane Kays, Chairperson

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CHAIRPERSON'S MESSAGE



With the conclusion of the fiscal year 2012-2013, I want to reflect on the past year and highlight a few areas

which are dealt with in more detail throughout the report.

In 2012 PEIACSW's Executive Director Lisa Murphy decided to leave after 20 years of exemplary leadership and service. Council and the community at large benefited from Lisa's work and accomplishments over the years and are most appreciative and wish her all the best in the years to come.

Council devoted considerable time to reviewing, discussing, and restructuring

the staff positions. Jane Ledwell assumed the Executive Director position in September 2012, shortly followed by Michelle Jay being hired in the new Program Coordinator position. Becky Tramley continued on in a redefined Office Manager position. The restructuring of the three positions has proven to be highly effective and is conducive to utilizing staff's strengths and skills. At this time I want to commend our three staff members for the quantity and quality of the work they do on a daily basis on behalf of women and children on PEI. The ACSW is fortunate to have staff with such commitment and passion for their work.

In December 2012 three Council members finished their terms with ACSW. Pauline Thomson, Susan Connolly, and Gwyn Davies (Vice-Chair)

were recognized and celebrated for their stellar work and input over their five years on the ACSW. Each brought unique experiences, insights, and wisdom to the table. We miss them and are grateful for their contributions.

In January 2013 three new Council members joined the ACSW, and we were delighted to welcome Mari Basiletti, Melissa Mullen, and Patti Wheatley. We look forward to working with them over the next few years. At the same time Kelly Robinson took over the Vice-Chair position from Gwyn Davies and joined our Executive.

The PEI Advisory Council on the Status of Women continues to be a member of the National Coalition of Advisory Councils which meets yearly and conducts ongoing business and consultations by teleconferencing/e-mails. As in previous years the Coalition

has written to the Federal Government on a variety of issues such as gun control, access to justice, violence against women and children, poverty elimination, reproductive justice, bullying, and many other areas. We believe that it is crucial to continue to advocate as a Coalition on behalf of Canadian women and their families.

Council members and staff devoted time to discussing and setting priorities for the year. Given the growing community needs and demands on staff it is essential to do so on a regular basis. The following were identified as priority areas: violence against women and children, economic well-being, mental health and addictions, and access to justice. We are mindful that we need to be flexible to address other issues that are presented but also recognize that our staff numbers are few.

Once again, one of the ACSW's primary activities was the Purple Ribbon Campaign Against Violence, which was launched on November 25, 2012. The theme "Violence is a choice. Choose better," provided for ongoing discussion and awareness which extended to Family Violence Prevention Week, February 10–16, 2013. On December 6th the ACSW held its Montreal Massacre Memorial Service which was attended by large numbers from the community and government representatives. The ACSW remains committed to this campaign, to look back and remember, and to look forward with hope and perseverance.

As in years past, the ACSW collaborated with other community partners to celebrate International Women's Day on March 8, 2013. This year the focus was not only on celebration but also to reflect back on

the history of IWD and the ongoing struggles of women everywhere. Much has been accomplished over the years, but we still have a long way to go.


In 2012 Council and staff resumed the process of preparations for the Equality Report Card to be launched in June 2013. Such is a lengthy process that requires considerable work by staff, Council members, community members, and provincial government staff. We remain committed to this important piece of work and are most appreciative of others' commitment also.

Throughout the year, as in previous years, ACSW collaborated with community partners to work on numerous issues and concerns relating to the lives of women and their families on PEI. With each passing year it becomes more and more apparent that we as a community cannot tackle each

issue separately. We need to not only acknowledge the inter-relatedness, the linkages between income security, health, education, justice, and other areas, but it is crucial that PEI make a shift in analysis, planning, and delivery of services. There are proven collaborative models of multi-service and multi-disciplinary systems (in other jurisdictions) that have shown excellent results and different methods of delivering services. PEI could benefit from such models and has the unique opportunity (due to its smallness) to pilot projects to try out new collaborative methods, especially in the areas of income assistance, family and child services, justice, mental health and addictions, and so on. The ACSW encourages that more exploration and discussion of these issues will happen in the near future.

On behalf of the ACSW, I want to thank Hon. Valerie Docherty, Minister Responsible for the Status of Women, along with Michelle Harris Genge, Director of the Interministerial Women's Secretariat, for the opportunity to meet with them on a regular basis throughout the year. We appreciate their responsiveness to issues, their guidance and advice, and their support for the ongoing work of the ACSW.

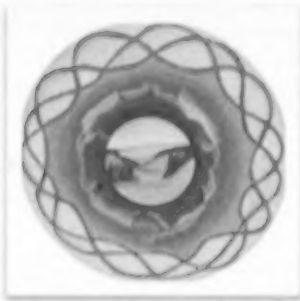
Lastly, I want to thank the members of Council and staff who consistently work so hard to fulfill our mandate, with passion, perseverance and hope. I look forward to another rewarding year of working with such dedicated women on behalf of PEI women and their families.



Diane Kays
Chairperson

ABOUT THE ADVISORY COUNCIL

Mandate



The PEI Advisory Council on the Status of Women (PEIACSW) is an arm's-length government-appointed Council. Nine Council

members are selected from among Island women who have demonstrated a commitment to women's equality and

who represent regional, cultural, and ethnic diversity.

The Council believes that women's equality is the foundation for equality for all people. Women's inequality continues to influence discriminatory attitudes and actions that affect our society and culture, our politics and laws, and our economies.

Council believes that women's independent social and economic security is key to equality and to freedom from physical, emotional, and sexual violence.

With a commitment to feminist principles and process, the PEIACSW:

- serves as an advisor to the Minister Responsible for the Status of Women regarding issues facing Island women and girls and their families;
- serves as a liaison between the community and the provincial government on matters related to equality;
- works for equality and supports women's full and active participation in social, legal, cultural, economic, and political spheres of life;
- promotes social justice for vulnerable populations, including senior women, Aboriginal women, low-income women, women of colour, Francophone women, women with disabilities, women who identify as LGBTQ, and others;
- conducts research and offers recommendations to government, collaborators and partners to promote equality;
- provides leadership that educates and stimulates public awareness about the status of women and their families;
- works in collaboration with other provincial/territorial Advisory Councils.

The Advisory Council began in 1975 as an Order-in-Council. In 1988, it received full legislative standing with the PEI Advisory Council on the Status of Women Act. This act continues to govern the Council's structure and mandate.

Artwork, page 5: "Seeds" by Council member Mari Basiletti. This work was commissioned by and hangs in the waiting room of the PEI Rape and Sexual Assault Centre.

Meetings

The PEI Advisory Council on the Status of Women is mandated to meet at least four times per year. At meetings, Council members share experiences, knowledge, and understanding of issues. They discuss and decide on policy priorities and recommendations to government. They meet with government officials or community organizations or both. They invite resource people who offer opportunities for learning and analysis.

Council's strategic planning processes are ongoing. The goal of Council planning is to ensure that Council's policy work is based on Council's priorities and that Council looks to the future on issues of concern to women. Ensuring ongoing follow-up on issues is part of Council planning. Council sets its objectives in an interest-based, collaborative, and consultative process, with expert facilitation whenever this is possible.

Advisory Council Meetings, 2012-2013

- **122nd meeting:** May 1, 2012, Summerside, PEI
- **123rd meeting:** June 21, 2012, Canoe Cove, PEI
- **124th meeting:** September 5, 2012, Charlottetown, PEI
- **125th meeting:** November 7, 2012, Uigg, PEI
- **126th meeting:** December 6, 2012, Charlottetown, PEI
- **127th meeting:** March 8, 2013, Charlottetown, PEI

Council Meeting Highlights, 2012-2013

- *May 1, 2012, Summerside, PEI – Staff Restructuring*
Organizational Consultant Julie Devon Dodd helped Advisory Council members explore their interests to make choices about restructuring job descriptions for Council staff. The Council also finalized decisions about the priority issues to be assessed in the 2013 Equality Report Card.
- *June 21, 2012, Canoe Cove, PEI – Farewell Meeting for Lisa Murphy*
Council marked outgoing ED Lisa Murphy's final meeting with recognitions and tributes in beautiful Canoe Cove. The Council also approved its plan for restructuring the staff model in preparation for hiring a new employee and planned the 2012 Purple Ribbon Campaign Against Violence.
- *September 5, 2012 Charlottetown, PEI – Check-in with the Minister Responsible*
Council members welcomed Minister Responsible for the Status of Women Valerie Docherty and Interministerial Women's Secretariat Director Michelle Harris-Genge for an exchange of updates and ideas. Council also welcomed newly hired Program Coordinator Michelle Jay and successfully updated staff and Council policies and job descriptions.
- *November 7, 2012, Uigg, PEI – Council Planning*
The Council took a close look at priority setting and together made plans for acting on the issues of highest and most urgent importance for the Advisory Council members. Mental health and addictions, access to justice, economic

well-being, and violence against women and children continued to be of highest priority.

- *December 6, 2012, Charlottetown, PEI – Montreal Massacre Memorial*
Council participated actively in Charlottetown's memorial service for victims of the December 6, 1989, Montreal Massacre.
- *March 8, 2013, Charlottetown, PEI – International Women's Day*
Council members celebrated International Women's Day with a meeting that welcomed and provided an introduction for three newly appointed members: Mari Basiletti, Melissa Mullen, and Patti Wheatley.

Council Strategic Planning, 2012–2013

- Organizational consultant Julie Devon Dodd consulted with Council members and attended May and June meetings to help Council reach agreements about staff restructuring.
- Council members approved a new staff structure and policies to support the new model at the September 2012 meeting.
- The ED led an interest-based strategic planning session with Council members at the November 2012 meeting, reaffirming priority on health (especially mental health and addictions), justice, violence prevention, and poverty.
- Staff members participated in additional strategic planning meetings and training in interest-based processes, with a focus on operational planning and priority setting.

Members

Members of the Prince Edward Island Advisory Council on the Status of Women members are appointed by Executive Council, selected from among Island women who have demonstrated a commitment to women's equality. Women self-nominate for inclusion through the "Participate PEI" program.

Members usually represent regional, cultural, and ethnic diversity, including groups such as women of colour and young, lesbian, Aboriginal, Francophone, disabled, low-income, and senior women. Council members are appointed for two- and three-year terms and may serve a maximum total of five years.

In December 2012, three members completed their five-year terms: Sue Connolly, Gwyn Davies (Vice-Chairperson), and Pauline Thomson. They were recognized by Council with service awards for their outstanding contributions.

In January 2013, three new members were appointed: Melissa Mullen, Mari Basiletti, and Patti Wheatley. Council staff provided an orientation session for the new members in February and they attended their first Council meeting in March. Kelly Robinson was appointed as Vice-Chairperson and joined the Council's Executive in January 2013.



Diane Kays, Charlottetown — Chairperson

Council term: March 1, 2011, to March 1, 2014

Chairperson's term: July 29, 2011, to March 1, 2014

Diane Kays received her BA from Saint Dunstan's University (1969) and her MSW from Dalhousie University's School of Social Work (1971). Diane's career focused on "Issues of Violence Against Women and Children" and "Trauma Related to Childhood Abuse." Along with being a therapist/counsellor, Diane also taught Social Work students, served on numerous community committees, developed and published programs related to violence against women, and has been an activist for issues related to women and their families. Diane moved back to PEI from Halifax, Nova Scotia, in 2002 and continued to practice until her retirement in 2009. Diane lives in Charlottetown.



Kelly Robinson, Stratford — Vice-Chairperson

Council term: March 1, 2011, to March 1, 2014

Vice-Chairperson's term: January 22, 2013, to March 1, 2014

Kelly Robinson is Program Coordinator at Community Legal Information Association (CLIA). She serves as Vice-President on the Board of the PEI Rape & Sexual Assault Centre. Her working and volunteer career has focused on social justice issues with a focus on women, persons with intellectual disabilities, Aboriginal peoples, sexual abuse survivors, and family

violence. She has a Masters degree in Theory, Culture and Politics from Trent University and a diploma in Conflict Resolution Studies from UPEI. She lives in Stratford with her menagerie of two cats, a one-eyed gerbil, and a budgie.



Gwyn Davies, Gairloch — Outgoing Vice-Chairperson

Council term: January 29, 2008, to December 31, 2012

Vice-Chairperson's term: December 31, 2010, to December 31, 2012

Gwyn Davies is dedicated to working for women and children experiencing violence and fear of violence. Gwyn is the Outreach Worker for Eastern PEI for Family Violence Prevention Services. She has been working in the field of violence prevention since 1985, at Anderson House and Outreach Services in Eastern PEI. Gwyn is a mother of three grown daughters. She lives with her husband in Gairloch.



Marcia Enman, Wellington — Treasurer

Council term: June 17, 2009, to June 13, 2014

Marcia Enman is the general manager and editor of *La Voix Acadienne*, the only French-language newspaper on Prince Edward Island. She has been with the paper since 1978 and continues to work to develop the publication that serves the Acadian and Francophone community of PEI. Among her community and volunteer activities, Marcia is vice-president of *L'Association de la presse francophone* and is a village

councillor for the Wellington Village Municipal Council. Marcia also sits on the Junior Achievement of PEI Board as a selection committee member. Marcia remains very interested in *Actions Femmes*, the francophone organization that represents views and works closely with the Acadian and francophone women on the Island and acts as a liaison between this group and the Advisory Council on the Status of Women. Marcia is a single mother of one daughter and lives in Wellington.



Pauline Thomson, Canoe Cove — Member

Council term: January 29, 2008, to December 31, 2012

Pauline Thomson of Canoe Cove has worked as a child care specialist at the Anderson House Emergency Shelter and as a Kindergarten Program Supervisor at the Y.M.C.A. in Charlottetown.

She was the International Volunteer of the Year (PEI) recipient (2001), and recently was a volunteer with the Hospice Palliative Care Unit – Prince Edward Home. She is a member of the Canoe Cove Women's Institute.



Susan Connolly, Breadalbane — Member

Council term: January 29, 2008, to December 31, 2012

Susan Connolly of Charlottetown is a member of the Canadian Bar Association and the Law Society of Prince Edward Island. She practices Corporate and Commercial Law at Stewart McKelvey in Charlottetown.



Louise MacLeod, Uigg — Member

Council term: March 1, 2011, to March 1, 2014

Louise MacLeod worked many years as a nurse and nurse supervisor, a case worker with Protestant Family Services Bureau, and a teacher in adult education. These experiences made her very aware of the many challenges women face. She has been an active volunteer with Women's Institute, United Church Women, PEI Volunteers for Literacy, 4-H, and other organizations. She has served on boards for Human Resources Development Canada appeals, Orwell Corner Historic Village, and the Sir Andrew Macphail Homestead. She and her husband Arnold raised a son, a daughter, and a foster daughter and have always been involved in the care of family and neighbours.



Eileen Brown Wilt, West Cape — Member

Council term: March 1, 2011, to March 1, 2014

Eileen Brown Wilt worked in the banking business prior to 21 years' employment with the Workers Compensation Board of PEI. She retired from the Board in January 2011. Eileen has been involved in many volunteer organizations, including the Canadian Cancer Society, Big Brothers Big Sisters, Allied Youth, Meals on Wheels, and Community Schools. An active union member, she served on numerous UPSE Committees including the Education Committee (as Chair). She was a member of the UPSE Civil

Service Negotiating Team for six agreements. She has also served on the National Union (NUPGE) Women's Committee and the National Union's Champions for Change Campaign. She is a board member for the West Point Development Corporation and a member of Local 19 UPSE Retirees' Group. Her interests include all levels of politics, equality rights, reading, travelling, collecting sea glass, and antique buildings.



Catherine Rankin, Summerside — Member

Council term: July 26, 2011, to July 26, 2014

Catherine Rankin was born and raised in Summerside, PEI. She graduated from Athena Regional High School and completed one year of Business Administration at Holland College. Catherine retired in 2009 after a successful, 33-year career in the hospitality industry. She is a past member of the Charlottetown Royalty Rotary Club and the Summerside Rotary Club, past board member and Committee Chair of the Greater Charlottetown Area Chamber of Commerce, past Executive Board Member of Meetings PEI, and member of the Business Administration Advisory Committee, Holland College. She now lives back in her hometown of Summerside.



Mari Basiletti, Canoe Cove — Member

Council term: January 22, 2013, to January 22, 2016

Mari obtained a BFA in Fine Arts from Wayne State University in Detroit, Michigan in 1969, and a Diploma in Occupational Therapy (OT) from WSU in 1972. She completed a M.Sc. in occupational

therapy from Dalhousie University in 2006. During her career as an OT, Mari was employed in acute psychiatry, community mental health, private practice and in long-term care. Mari has worked with children, adolescents and adult survivors of abuse within her clinical practice, and has been actively involved in PEI groups and agencies that are working together to improve services to women and children and to eliminate violence and abuse in our communities. Mari loves to paint in oils and watercolors and often portrays the strength and spirit of women through her art. She retired in 2012 from her position as supervisor of Rehabilitation Services at Hillsborough Hospital in Charlottetown after almost 40 years of occupational therapy practice. Mari resides in Canoe Cove with her partner, JoDee, and has two sons and two grandchildren. She is a member of the local Women's Institute and a director with the Canoe Cove Community Association.



Patti Wheatley, Charlottetown — Member

Council term: January 22, 2013, to January 22, 2016

Patti Wheatley holds a Bachelor of Arts from St. Thomas University where she studied Human Rights and Sociology, and a Bachelor of Laws from the University of New Brunswick. She has a demonstrated interest in women's issues and has worked with a variety of organizations, from small women's groups to the United Nations. Her areas of research and interest include women's health, human rights, and non-traditional women's work. Patti also continues to be involved with organizations focused on

HIV/AIDS. Patti lives in Charlottetown and practices law at Stewart McKelvey, with a focus on labour/employment and litigation.



Melissa Mullen, Lewes — Member

Council term: January 22, 2013, to January 22, 2016

Melissa Mullen is a farmer, actor, and playwright. In her community, she volunteers as a Girl Guide leader, as a teen book club co-ordinator, and organizes recreational activities in a seniors' home. Her commitments have also included teaching literacy

workshops for parents of young children, and leading theatre workshops for adults and children. Melissa has served on the boards of the P.E.I. Certified Organic Producers' Co-op and TheatrePEI.

Currently, she is a founding member of *Beyond the Bridge Theatre*, a women-centred theatre company which produces Canadian plays with challenging roles for women. Melissa lives in Lewes with her husband Rob and two daughters, Sophie and Alena.



Photo: Minister Responsible for the Status of Women Valerie Docherty (centre) welcomes Jane as new ED and Melissa, Mari, and Patti as new Council members.

PEI Advisory Council on the Status of Women

Staff

The Advisory Council had two full-time and one part-time permanent staff members in 2012–2013.



Jane Ledwell, Executive Director (from September 2012)

Jane was hired in June 2004 as a full-time researcher and policy analyst. She was hired as full-time Executive Director in September 2012.

Becky Tramley, Office Manager

Becky joined Council staff in October 1986 and works part-time.



Michelle Jay, Program Coordinator

Michelle was hired for the new Program Coordinator position in September 2012 and works full-time.



Lisa Murphy, Executive Director (to September 2012)

Lisa joined Council staff in May 1990. She left her role as Director in May 2000 and was asked to return to directing Council in May 2004. After working as ED from 2004 to 2012, she completed her time as Executive Director in September 2012.

Staff Development

- Hiring for a program coordinator took place through an open and transparent application process, including applications, interviews, and other vetting.
- Council had been actively working towards restructuring the staff model for the organization. In September 2012, all job descriptions were revised and updated as part of a renewed staff model. Among other changes, a new position called Program Coordinator was created, policy analysis was added to the Executive Director's role, and the Office Administrator became an Office Manager with new responsibilities and hours. The new model also redistributes communications tasks among all staff members.
- Training opportunities included new media training, social media team training, results-based management training, and interest-based processes for strategic planning and priority setting.
- All members of staff updated their First Aid/CPR Training in January 2013.

National Coalition of Advisory Councils

The National Coalition of Provincial and Territorial Advisory Councils on the Status of Women was formed in 1995 to provide a venue for strategic action on issues of concern to Canadian women. The Coalition formed when the Canadian

Advisory Council on the Status of Women ceased that same year, leaving a gap in national advocacy. The PEI Advisory Council is joined in the Coalition by similar women's Advisory Councils from other regions of Canada.

List of Major Coalition Activities, 2012–2013

- The National Coalition of Advisory Councils met in Ottawa, Ontario, on October 15 and 16, 2012. Council's ED Jane Ledwell attended the meeting on behalf of the PEI Advisory Council.
- Planning for the annual meeting is done jointly among members through e-mail and conference calls. Sessions included the following:
 - Sharing of innovative practices with representatives from Advisory Councils from other provinces and territories.
 - Planning for education and actions on issues of national significance to women.
- Over the course of the two-day meeting, the Coalition discussed national issues such as bullying, women with complex needs, human trafficking, women in leadership, and continuing relevance of December 6th events.

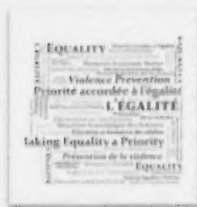
- Canada's Minister Responsible for the Status of Women, Rona Ambrose, was not available to meet with the Coalition, despite requests.
- Coalition members met with MPs including Opposition Status of Women critic Niki Ashton (NDP) and third-party Status of Women critic Judy Sgro (Liberal).
- For 2013, the Coalition Chairperson is Linda Ross (Newfoundland and Labrador), and the next meeting will take place in Whitehorse, Yukon.
- Councils play a valuable role in their own provinces and territories and the Coalition would very much like to see the return of Advisory Councils in all provinces.



Some of the members of the National Coalition of Provincial and Territorial Advisory Councils on the Status of Women at their Ottawa meeting in 2012.

POLICY AND RESEARCH

Equality Report Card



Since its inception, the PEI Advisory Council on the Status of Women has made recommendations to government for

changes in policy and legislation to benefit the lives of Island women, girls, and their families. They have shared recommendations with government through the Minister Responsible for the Status of Women and other officials in Policy Guides, correspondence, briefings, submissions, and meetings, both independently and in partnership with other equality-seeking organizations.

In 2008, the Advisory Council published a pilot Equality Report Card to assess government's progress towards implementing recommendations related to women's equality in PEI. In June 2009, Council followed up with a second Equality Report Card, based on a refined process, and gave an interim trends report on progress in 2010. The 2011 Equality Report Card was released in June 2011. The Council committed to renewing the model and releasing priority action areas and criteria for assessment in June 2012 for the 2013 Equality Report Card. The Report Card is developed in collaboration with government and the community.

2013 Equality Report Card Preparations

- Council made decisions about a renewed model for reporting and assessment and circulated proposed timelines and assessment criteria for the 2013 Equality Report Card.
- Council members collaboratively decided on priority action areas for 2013 and circulated these to Ministers, Deputy Ministers, and other government leaders.
- Council staff prepared customized questionnaires for each department of government and requested information to serve as the basis of assessment. At the end of March, all departments had submitted completed questionnaires or were on track to do so.
- One focus group for the Report Card took place before the end of March, with two more planned for April.
- The 2013 Equality Report Card is slated for release on June 26, 2013, following Council's work to review the evidence from government, set grades, determine analysis, and validate a draft through government and community consultation.

Other Research and Policy Work



In addition to developing the Equality Report Card, Council also submits briefing documents to public consultation processes.

Council's

submissions on these issues build on past policy recommendations to government. They are developed with

consultation and approval of Council members and, whenever possible, with community organizations with a shared interest in the issue.

As part of its legislated mandate to inform and educate the public on the status of women in Prince Edward Island, whenever possible the Advisory Council also shares analysis and key questions on issues with voters during elections, referendums, and plebiscites.

Highlights of Other Research and Policy Work, 2012–2013

- *Women Care for Communities: Municipal Election Guide 2012 / L'Engagement féminin au sein des collectivités*: A bilingual guide explaining why small-community elections in PEI are important to women, both as voters and as potential community leaders. Topics of interest to women included recreation, safety, women in government, environment, housing, and culture.



- ***"I Saw Your Name in the Paper...": Research on Women in Local Media***

In April and August 2012, Jane Ledwell of the PEI Advisory Council on the Status of Women and PEI Coalition for Women in Government scanned local news and editorial content in the *Charlottetown Guardian* to find out how women and women's leadership show up in the paper. The scan encompassed more than 1,500 articles and images. To share findings, Jane gave a public presentation, "I Saw Your Name in the Paper: A Conversation about the Media and Women's Leadership," on November 13, 2012, in partnership with the Confederation Centre Public Library, the PEI Advisory Council on the Status of Women, and the PEI Coalition for Women in Government. This was attended by over 40 people and resulted in newspaper and radio interviews. In January 29, 2013, 27 people participated in a Coalition for Women in Government workshop called "Getting Beyond the Headlines," based on the same research. Jane was also invited to present the research to two classes at the University of Prince Edward Island.

- A few results from the research: An average of **51 men** and **20 women** a day are named in local news and editorials in *The Guardian*. Women make up about **28.4%** of mentions in local news and editorials. Women make up about **30.4%** of people quoted in news and editorials. Women make up about **34.6%** of people in photos in news and editorial sections.

INFORMATION AND EDUCATION

Inquiries and Referrals

The Advisory Council responds to inquiries from individuals, groups, and government. These range from requests for information to crisis calls and requests for advocacy. People make inquiries in person or by telephone, e-mail, or correspondence. Inquiries are often complex and often come from women who have unsuccessfully tried to get service elsewhere.

The Advisory Council does not have the mandate or resources to provide services or to advocate for individual women. We offer support with information, referrals, and, at times, interventions with formal systems. The concerns women raise in individual inquiries often lead to policy analysis by Council to address underlying systemic discrimination.

About Inquiries

- **Relationship break-ups:** Requests for the Council publication *Moving On: A Practical Guide for Women Leaving a Relationship* continued to be frequent. Relationship break-ups are vulnerable times for women, with effects on their

physical, emotional, and financial safety and security. This year, they reported challenges in accessing social assistance, legal aid, maintenance enforcement, and child custody arrangements, among others.

- **PEI issues:** Inquiries related to concerns about provincial government laws, policies, or programs included the closure of Grandmother's House (only PEI women's homeless shelter), nursing home and elder abuse, and lack of supports for grandparents who are primary caregivers to children. Specific incidents of bullying and assault on school properties were reported. Provincial housing programs and services for families and individuals experiencing mental health and addictions situations continue to challenge women, as does the Disability Support Program. There are ongoing requests for assistance with maintenance enforcement. Similarly, violence against women and children, safety and protection concerns are prevalent. A number of requests for service related to sexual harassment in the workplace.
- **General inquiries:** General inquiries included issues such as federal abortion law, verbal abuse and bullying by youth, leadership resources for women, and gender bias in the media and various kinds of community programming. Diverse inquiries covered issues such as racism, recognition of credentials for newcomers to Canada, access to employment, LGBT representation in advertising, and human trafficking of women. Underlying the multiple challenges many women face is the often-present additional burden of poverty and subsequent lack of access to resources.

- **Referrals:** Referrals were frequently made to the PEI Lawyer Referral Service: the majority of women who call the Advisory Council need to consult a lawyer and do not have the resources to do so. Referrals are sometimes made to the PEI Human Rights Commission or to IRAC. Referrals are made to Family Violence Prevention Services and the Rape and Sexual Assault Centre in cases where violence or sexual abuse/assault occur. Some referrals respond to requests for information. They are made to organizations such as the PEI Business Women's Association, Community Legal Information Association, Interministerial Women's Secretariat, PEI Association for Newcomers to Canada, Family Resource Centres, and others.



Advisory Council members and staff met with Minister Responsible for the Status of Women Valerie Docherty in September 2012 to share the voices and experiences of Island women.

Media

The Advisory Council regularly submits news releases and opinion pieces to the media. The Council also responds to media requests for comment and analysis on issues that affect the lives of

women and families. Ordinarily, the approved spokespersons on behalf of the Council are the Chairperson, the Executive Director, and the Program Coordinator.

News Releases, 2012-2013

- First Chairs Circle A Success (May 18)
- Celebrate the International Day of the Girl! (October 11)
- Local Governments Need Women as Voters and Leaders / Les administrations municipales sollicitent les votes et la participation des femmes (October 18)
- Purple Ribbon Campaign Urges Better Choices / La Campagne du ruban violet vous encourage à faire de meilleurs choix (November 22)
- Access Still the Issue (January 28)
- Purple Ribbon Tattoos Popular with Island Youth (February 15)

Letters to the Editor and Opinion Pieces, 2012–2013

- Budget Shortchanges Vulnerable Islanders (April 23)
- Reasons to Remember (December 6)
- A Reflection and Celebration of International Women's Day (March 8)
- Value of a Minister Responsible for the Status of Women (March 18)

Interview Requests, 2012–2013

- **CBC Radio:** response to Social Action Plan, *Island Morning* (June 8); comments on women in the media, *Maritime Noon* (July 11); women and municipal elections, *Island Morning* (October 19); #notlazy EI campaign, *MainStreet* (October 23); *Island Morning* Purple Ribbon Campaign theme "Better Choices" (October 25); women in the media, *MainStreet* (November 13); Purple Ribbon posters, *Island Morning* (November 19); Montreal Massacre Memorial Service (December 6); roundtable with federal officials (January 23); Mayor's Purple Ribbon Task Force (February 6)
- **CBC Television:** December 6th Memorial Service (December 6)
- **Radio-Canada, TV:** women and municipal elections (October 18), EI changes and rally (October 23)
- **Radio-Canada, Le Réveil:** women and municipal elections (October 18), Purple Ribbon Campaign (November 20); Interministerial Women's Secretariat family violence guide (February 20)

- **CBC TV:** Women and the HST (May 29)
- **Guardian:** Women in politics, for 125th Anniversary Special (September 12); women in the media (November 8); Purple Ribbon Campaign "choice" theme (November 8)
- **Journal-Pioneer:** Purple Ribbon Campaign (November 28)
- **La Voix Acadienne:** Mayor's Purple Ribbon Task Force (February 7)
- **CFCY/Q93:** 25th anniversary of abortion decision (January 28)
- **Hot 105.5:** abortion rights (March 11)
- **Holland College Surveyor:** women and homelessness (March 13)
- **Communications PEI:** video interview on women in municipal elections (September 20); photo for release of PAC faith-based resources for FVP Week (January 25); photo with Minister Docherty and new appointments to the Advisory Council (February 27)

News Conferences attended, 2012–2013

- PRRO/ARCC news conference on reproductive justice (October 19 – *ED as a speaker*)
- Coalition for Fair EI news conference on EI changes, hosted by CUPE PEI (October 23)

New Media and Social Media

Advisory Council on the Status of Women staff members independently manage content of the Advisory Council's official website at <http://www.gov.pe.ca/acsw>. Whenever possible, news releases and publications are made available on-line at the website as soon as they are released. Since October 2007, the Council has also maintained a blog

at <http://peiacsw.wordpress.com>. In 2012-2013, the Advisory Council began to develop more expertise in producing its own media and using social media sites. The Advisory Council began producing videos in-house in September 2011. In March 2012, the Advisory Council established a presence on social networking sites Facebook and Twitter.

Videos, 2012-2013: <http://vimeo.com/peistatusofwomen>



- Chairs Circle – Access to Justice (May) <http://vimeo.com/42835178>
- An Exit Interview with Lisa Murphy (June) <http://vimeo.com/44902751>
- 2012 PEI Teachers Convention (October) <http://vimeo.com/51258954>
- I Wear a Purple Ribbon (November) <http://vimeo.com/54119836>
- Choice and the Cycle of Violence (December) <http://vimeo.com/55240688>
- In total, these videos received about 300 views and were shared on social media sites.

Wordpress Blog, 2012-2013: <http://peiactsw.wordpress.com>

- From April 1, 2012, to March 31, 2013:



- People made over 14,200 visits to the blog – an average of 1,190 visits a month. Posts advertising the program coordinator job attracted the most visits. Visitation declined with changes in our use of the blog for sharing our e-newsletter and as our e-news subscriptions, Facebook page, and Twitter feed gained in popularity.
- The most frequent search terms were "report card," and "violence against women," and "abortion pei." People also searched for individuals by name.
- After search engines, Facebook was by far the top referring site, followed by gov.pe.ca and Twitter.

Facebook, 2012-2013: <http://facebook.com/peistatusofwomen>


- At March 31, the Facebook page had **164** "likes."



Over the year, staff increased frequency of posts made to the Facebook page, and the number of individuals reached increased markedly. Posts related to a personal story such as a death, an award, or an appreciation reached a wide audience and attracted many likes. *Other topics that were popular included posts on these topics:* Chairs Circle Video (05/17/2012); Gender-based analysis of CARI programs (06/26/2012); Sean Casey votes in favour of women's reproductive choice (09/25/2012); Amanda Todd suicide and sexual exploitation

(10/17/2012); Vacancies on Council (10/24/2012); Purple Ribbon Pinning Bee (11/06/2012); Council Meeting in Uigg, with photos (11/13/2012); International Day of Elimination of Violence Against Women (11/25/2012); Council members attend FVPS fundraiser (12/02/2012); Thank you and link to December 6 Memorial Service (12/07/2012); Purple Ribbon tattoos distributed to Island youth (02/15/2013); El Changes town hall (02/25/2013); Pink t-shirt / Anti-bullying Day (02/27/2013); Justice Options for Women Immigrant Girls Event (03/07/2013); and Happy International Women's Day! (03/08/2013).

Twitter, 2012-2013: @peiacsw

- At March 31, **312** tweets had been posted in the previous year. We had **459** Twitter followers and we were following **547**.
 Highlights on Twitter included messages shared during the Purple Ribbon Campaign and Family Violence Prevention Week as well as support for a campaign regarding changes to Employment Insurance, using the hashtag #notlazy.

Council Activities Updates



Council maintains two mailing lists: one for traditional mailings and the other for electronic mailings. Members of the traditional mailing list numbered over 700 by the end of the fiscal year. They receive *Activities Updates* and special

Council publications and promotions. The weekly e-newsletter was transferred to MailChimp to facilitate subscriptions and email. The approximately 150 subscribers receive a weekly listing of community events and notices. These notices are also available to the general public via weekly links on the Status of Women's blog: peiacsw.wordpress.com.

Activities Updates, 2012-2013

- *Activities Update*, Summer 2012 – Job Advertisement
- *Activities Update*, Fall/Winter 2012

Mail-outs, 2012-2013

- Job advertisement (July 2012)
- Purple Ribbon Campaign materials (November 2012)

COMMUNITY LIAISON

Meetings and Correspondence on Issues

Advisory Council members and staff attend many meetings and consultations representing the Advisory Council each year. Often, what Council learns in these

meetings helps set priorities for Council. Sometimes, in lieu of meeting with officials, the Advisory Council offers analysis in correspondence.

Meetings with Minister Responsible for the Status of Women, 2012–2013

- Council Chairperson Diane Kays meets with the Minister Responsible for the Status of Women, Hon. Valerie Docherty, regularly. Meetings are supported by a memorandum outlining issues. The PEIACSW Executive Director and Program Coordinator regularly participate in the meetings, as does the Director of the Interministerial Women's Secretariat.
 - *July 26, 2012:* Topics included Council's response to the Social Action Plan to Reduce Poverty; the Advisory Council's updated assessment model / priority areas for the 2013 Equality Report Card; gender-equity policy for government appointments to task forces; and the Purple Ribbon Campaign theme for 2012–2013.

- *January 16, 2013:* Topics included the provincial Mental Health and Addictions Review survey; the settlement awarded to individuals who suffered as children at the Orphanage in Mount Herbert; and impending effects of changes to the EI benefits on families and communities which will add pressure to provincial Income Support programs. The meeting also discussed the upcoming reporting for the Equality Report Card, updates on the Social Action Plan, the Advisory Council's successful Purple Ribbon Campaign, the upcoming 25th anniversary of the Morgentaler decision on abortion, and the value of the Minister's member statements in the legislature.
- In addition, the Minister Responsible and the Director of the Interministerial Women's Secretariat attended a portion of the September 5, 2012, Council meeting held in Charlottetown. Among other highlights, they presented updates on the *CyberSafe Girl* project of the Atlantic Ministers Responsible for the Status of Women.

Other Selected Meetings, 2012–2013

- Phone, e-mail, and in-person consultations with the Director of the Interministerial Women's Secretariat (June 14, July 12, and ongoing)
- Executive Director briefing for Senator Catherine Callbeck or her staff (January 29 and regular consultation, by phone or e-mail)
- Consultation with MPs Sean Casey and Judy Sgro (May 22)

- Meeting with CEO of PEI 2014 about opportunities to highlight women and diversity in 2014 celebrations (July 9)
- Follow-up meeting on Access to Justice Think-Tank, with CLIA (July 11)
- Interview regarding Law Foundation of PEI funding and programming (July 31)
- Municipal Affairs about promoting women in municipal elections (August 2)
- Meeting with staff of CLIA about shared project collaboration (September 20)
- Meeting with Federated Women's Institute Director, Ellen MacPhail, regarding purple ribbon—pinning by WI members (October 2)
- Team meeting with PEI Business Women's Association staff (October 5)
- Interview with consultants responsible for Mental Health and Addictions Services review (October 29)
- Program Coordinator meeting with PEI Native Council regarding intimate partner violence "Finding Our Voices" (November 9)
- Meeting with Atlantic Veterinary College student about creating a purple ribbon display at the college (November 9)
- Meeting with various services providers on women and homelessness (November 14)
- Roundtable with Federal MPs, Revenue Minister Gail Shea and Parliamentary Secretary Kellie Leitch, with women's and youth organizations (January 22)
- Meetings with Maintenance Enforcement officials, for updates (January 30)
- Consultation with BC Centre of Excellence for Women's Health and Public Health Agency of Canada, about FASD research (February 4)

- Networking check-ins with WNPEI (December 11–13)
- Meeting with Opposition Women's Critic Olive Crane (March 1)
- Information session with HRSDC staff about EI changes (March 5)
- Occasional meetings with community and other researchers
- Meeting with regional Status of Women Canada representatives (March 15)

Selected Correspondence on Issues, 2012–2013

- Letter to Min. Docherty about cuts to social worker positions (April 24)
- Letter to Premier Ghiz about need for code of conduct (April 27)
- Letter to CARI facilities, Charlottetown, about gender stereotyping and summer programming (June 20)
- Letter to follow up on inquiries re. Maintenance Enforcement (July 4)
- Memo to all Ministers and Deputies re. Equality Report Card model (July 15)
- Letter to Premier Ghiz in support of F/P/T work on status of women (July 24)
- Letter to Federal Minister of Justice on public legal education (July 26)
- Package of information to Community Services for Social Action Plan consultations (October 24)
- Letter of congratulations to Minister of Municipal Affairs re. municipal elections (October 25)
- Letter to MP Gail Shea about EI changes and EI rally (October 25)
- Letter to PEI Minister for the Status of Women about diversity in appointments to the Advisory Council (October 31)

- Letter to Federal Minister Responsible for the Status of Women about reproductive rights (November 5)
- Letter to Charlottetown fire chief about recruitment of women firefighters (November 5)
- Letter of appreciation to Olive Crane, as outgoing PC leader (January 31)
- Letters or questionnaires for the Equality Report Card to all departments of government and all political parties (February 6)
- Letters of support for women's organizations and community organizations doing gender-related work (ongoing)
- Letters of reference for past Council members applying for positions of importance (ongoing)
- Cards of congratulations to women with great achievements and women who receive awards and recognitions (ongoing)

Selected Documents Reviewed, 2012-2013

- Gender and diversity manual for Interministerial Women's Secretariat
- Critical questioning "Understanding for a Change" research project, C. MacQuarrie, University of Prince Edward Island
- External reviewer for honours and graduate work on women's equality themes, University of Prince Edward Island
- "Preparation Guide for Women and Men" for the Interministerial Women's Secretariat (July 24)

Community Consultations

The Advisory Council staff, Chairperson and Council members continue to consult informally with a variety of individuals, organizations, and sectors. The Executive Director delivered a number of interactive presentations to

the community, and the Chairperson undertook consultations with allied service providers while distributing ribbons and bookmarks for the Purple Ribbon Campaign Against Violence.

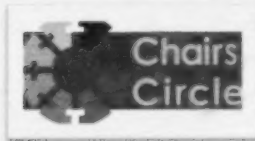
Community Consultations, 2012–2013

- Chairperson met with directors of Catholic Family Services, Family Services PEI, Richmond Centre, and Rape and Sexual Assault Centre in November 2012.
- Executive Director and Council member organized a consultation with francophone women to receive input on priorities, March 2013.

Presentations, 2012–2013

- Co-presentation to Governor General's Leadership Conference (June 5)
- Women, media, and leadership: "I Saw Your Name in the Paper" (Nov. 13), UPEI Gender & Society (Jan. 17), "Getting Beyond the Headlines" workshop (Jan. 29), and UPEI Politics & Government of PEI class (February 25)
- Community response to poverty, Trinity United Church outreach (January 22)
- Purple Ribbon and healthy relationships, Grade 9 Belfast school (January 31)

Chairs Circle Consultation



On May 15, 2012, the PEI Advisory Council on the Status of

Women held its first of what is hoped to be an annual event – a roundtable of past and present Chairpersons of the Advisory Council. Six past or current

Chairs participated in discussions on the theme of access to justice. Through facilitated discussion, they reflected on ACSW challenges and achievements in key areas in the past two decades. The Chairs Circle was an opportunity to share collective knowledge and experience among women's equality advocates. The Chairs Circle was a resounding success.

Chairs Circle, 2012

- Highlights of the event included recommendations to continue to advocate for a domestic violence court, to pursue an analysis of cost-benefits of family law system, and to focus on priorities from the Think Tank on Family Justice.
- Participants also supported inviting former Ministers Responsible for the Status of Women to a roundtable discussion, building on collaborative relationships, telling real-life stories, focusing efforts on the Minister Responsible for the Status of Women's interests / portfolio, and hosting an annual Chairs Circle event.

Events

Advisory Council members and staff participate in community-led events whenever possible. The Advisory Council's role at events is often to bring a gender and diversity perspective to the event: to share research and

perspectives on how the issues being discussed may affect women differently from men or positively or negatively affect diverse groups. Council representatives' special roles at events are noted where relevant.

Selected Events, 2012–2013

- Speak Out! PEI Abortion Rights Network (April 26 – *policy analyst as a reader*)
- Where's My Midwife? Rally and Red Tent Event, BORN PEI (May 5 – *policy analyst as a speaker at the rally*)
- Roundtable on Caregiving and Work, Vanier Institute of the Family (May 8)
- Release of PEI Social Action Plan to Reduce Poverty (May 30)
- Community Legal Information Association AGM (June 13)
- Meet and Greet with Sally Armstrong, PRRO (June 15)
- Hilda Ramsay Fundraiser to support women running for office (June 15)
- The Key to Collaborative Decision-Making and Problem Solving: Interest-Based Skills for Meetings and One-to-One Negotiations workshop, PEI Coalition for Women in Government (May 31 – *policy analyst as a small-group coach*)

- Senator Catherine Callbeck's Party in Honour of Lisa Murphy (August 6)
- Atlantic Summer Institute on Healthy and Safe Communities (August 22–24)
- PEI Literacy Alliance AGM (September 10)
- Women's Network PEI Social Enterprise retreat (September 27)
- Sisters in Spirit Vigil (October 4)
- UPEI Political Science Society Lunch in the Lounge (October 11)
- Rally to confront Homophobia and Bullying, UPEI (October 18, *Program Coordinator as a speaker*)
- Aboriginal Justice Workshop (October 19)
- Day of Action for Reproductive Justice (October 20)
- Rally to protest harmful EI changes (October 27)
- Consultation on model development for Gender and Community Leadership project (Halifax, November 1-2)
- Daniel O'Hanley Memorial Lecture (November 4)
- Women's Network's PEI 2014 Proposal and Partnership Planning workshop (November 20)
- PEI Community Foundation voluntary sector consultation (November 21)
- Performance Management Training, PEI Literacy Alliance (November 22)
- Minister Valerie Docherty's member statement in the Legislature on violence against women and the Purple Ribbon Campaign (November 27)
- Excel Accounting Grand Re-Opening (November 30)
- Human Rights Day action on EI changes (December 10)

- Seasonal Open Houses and mixers (December 12-14 – *CLIA, Newcomers to Canada, Business Women's Mixer, VRC*)
- Idle No More rallies (December 21 and January 11)
- Celebration of 25th Anniversary of Decriminalization of Abortion (January 26)
- Coalition for Women in Government New Year's Reception (January 29)
- Women's health and fetal alcohol spectrum disorder Roundtable (February 5)
- Charlottetown Mayor's Purple Ribbon Task Force Public Meeting: "Family Violence in Our Community: Dynamics and Impacts We All Need to Know" (February 7)
- Charlottetown Walk in Silence for Victims of Family Violence (February 13)
- V-Day One Billion Rising Dance Mob at UPEI (February 14)
- Coalition for Fair EI Town Hall Meetings on Federal EI Changes (Souris, January 29; Charlottetown, February 19; Rustico, February 28—*ED as a rapporteur*; Montague, March 13 – *Program Coordinator as facilitator*)
- Panel on Women in Religions (March 6)
- Public Health Agency of Canada Correctional Research Showcase (March 6)

Partnerships

The Advisory Council is committed to participating in the work of selected coalitions, task forces, research projects, or other community-led activities. Council contributes to partnerships education and expertise in gender-based

analysis and women's experiences and perspectives. Council members gain access to research, new perspectives, and follow-up on advocacy to their community partners.

List and Description of Partnerships, 2012-2013

- **Abortion Rights Network:** Council's ED and Program Coordinator sit on this committee, which came together to advocate for equitable abortion services and to ensure women have accurate and neutral information about where and how to access abortion services. Council's ED additionally sits on the research advisory committee for Dr. Colleen MacQuarrie's reproductive justice research at UPEI.
ACSW Role: Attending meetings, examining provincial policies; assisting with communication strategies; participating in events and projects.
- **Atlantic Summer Institute on Healthy and Safe Communities:** The Advisory Council is a partner in and Council's ED serves on the advisory committee for a

project to develop young and emerging female leaders: "Building Leadership Capacity Among Women and Girls in Atlantic Canada for Action on Underlying Conditions Impacting Their Lives, Their Families and Communities."

ACSW role: Attending meetings; advising on content for programming and events; contributing gender-based analysis; attending events.

- **Community Legal Information Association (CLIA):** The Council worked collaboratively with CLIA on several special projects of mutual interest related to access to justice.

ACSW Role: Supporting CLIA's project on youth healthy relationships; co-presenting resources at the PEI Teachers Federation annual convention; co-developing and presenting a one-year update after the 2011 Access to Justice Think Tank, and research assistance towards the *Moving On* resource booklet.

- **International Women's Day Committee:** Council's Program Coordinator brought together and led this diverse, active committee to plan and present events for International Women's Day (March 8) for 2012.

ACSW role: Coordinating committee and IWD planning.

- **IWS Grant Adjudication Committee:** Council's ED sits on this committee to review applications and advise the Minister Responsible for the Status of Women on community grants, awarded by the Province where the organizations, principles, objectives, and activities of applicants support the legal, health, social, and economic equality of women.

ACSW role: Adjudicating applications and reviewing related communications.

- **Justice Options for Women:** The Council's Program Coordinator serves on the advisory committee for this project. Justice Options creates opportunities for community dialogue and input into justice policy regarding the issues of violence against women and the impact on and of restorative justice. This is a necessary next step in encouraging and developing safe and effective responses to violence against women in PEI. Justice Options developed Circles of Safety and Support for women at high risk of violence and is currently working on a project on rural and immigrant women and girls.

ACSW role: Participating in meetings to set directions and develop project plans and funding applications; participating in the working group for immigrant women; reviewing products and publications; supporting Circles of Safety and Support.

- **LEAF National and LEAF PEI (Women's Legal Education and Action Fund):** Council's outgoing ED provided continuity in the local link to LEAF, a leading national equality and legal-related organization. LEAF works towards ensuring the law guarantees substantive equality for all women in Canada and has since 1985 intervened in over 150 cases to help establish landmark legal victories for women on issues such as violence against women, sexual assault, workplace inequities, socio-economic rights, and reproductive freedoms. The PEI branch was not active in 2012–2013 and the ACSW has not had a role.

- **Mayor of Charlottetown's Purple Ribbon Task Force on Family Violence Prevention:** The Council's ED sits on this task force which works with the community on family violence prevention initiatives funded by the City of Charlottetown, under the banner "Peace Begins at Home" and incorporating the purple ribbon symbol.
ACSW role: Consulting, planning, and assisting with projects and public events, including a youth video project on healthy relationships.
- **PAC: Premier's Action Committee on Family Violence Prevention (PAC):** The Council's ED is appointed by the Premier to sit on this committee and its Administrative Group. The ED also serves on the Social Marketing Working Group and the Program Coordinator serves on the Youth Engagement Working Group. PAC's mandate includes coordinating implementation of the provincial Family Violence Prevention Strategy.
ACSW role: Attending full group, administrative, and working group meetings; assisting with direction for the five-year strategy; reviewing documents; advocating for a focus on violence against women and other gender and equality roots of violence; participating in projects, publications, and events.
- **Paths to Prosperity Advisory Committee:** The Council's ED is a member of the advisory committee for this Women's Network PEI-led project to develop a community response to poverty in Prince Edward Island.
ACSW role: Attending advisory committee meetings, advising on draft publications, and participating in projects and events.

- **PEI Coalition for Fair EI:** This ad hoc committee came together in 2012 to counter changes to the federal Employment Insurance system. Council's Program Coordinator and ED have both collaborated with this Coalition of women's, labour, and social justice organizations.
ACSW role: Contributing to plans for strategy, communications, and recommendations to government; offering gender analysis; participating in projects and events such as town halls, rallies, and activist guides.
- **PEI Coalition for Women in Government:** Council's ED sits as a non-partisan member on this multi-partisan coalition that works to increase the number and proportion of women in elected positions in PEI.
ACSW role: Helping to develop and execute workplans; leading events and workshops on women in media; contributing to creating and disseminating research, media work, and publications; participating in meetings and events.
- **PEI Food Security Network:** Council's ED and Program Coordinator participate in this action and education network to improve Islanders' food security (access to adequate affordable, healthy, culturally appropriate and personally acceptable food within a food system that supports producers).
ACSW role: Participating in meetings, workshops, and events; contributing gender analysis; taking part in evaluation; serving on working groups; assisting with developing briefs, presentations, and reports as needed.

- **PEI Public Transit Coalition:** Council's Program Coordinator serves on the steering committee of this coalition to advocate for Island-wide public transit.
ACSW role: Attending steering committee meetings; providing input on gender and social equity in transit issues; promoting public transit.
- **PEI Working Group for a Livable Income:** Council's ED and Program Coordinator serve on this coalition of a dozen community organizations that are active in working to eliminate poverty and advocate for a livable income for all Islanders to live in good health and with dignity.
ACSW role: Participating in meetings and special events; developing recommendations to government on poverty elimination; contributing perspectives on women's poverty; taking minutes for meetings; taking our turn with other organizations to draft publications, correspondence, media releases, and briefs to government.
- **Victim Services Advisory Committee:** The Council's Vice-Chairperson represented the Council on this committee to the end of her term in December 2012. The Council's Chairperson has now been appointed. The Advisory Committee's purpose is to exchange information on current and emerging issues related to victims and to help develop policy, programs, services, and legislation and report to the Attorney General and government officials on the needs of victims of crime.
ACSW role: Sharing information, especially from a gender perspective; identifying and bringing issues to the table for discussion.

LEADERSHIP IN ANNUAL EVENTS

Equality Day & Persons Day

Equality Day (April 17) celebrates the coming into force of Section 15 of the Canadian Charter of Rights and Freedoms, on April 17, 1985. Section 15 guarantees equality under the law, "without discrimination based on race, national or ethnic origin, colour, religion, sex, age or mental or physical disability."

Persons Day (October 18) each year recognizes the date that women in Canada were first acknowledged as "persons" under the law on October 18, 1929, after the efforts of pioneering women. Being declared "persons" made women eligible for Senate appointments and other legal rights.

Highlights from Persons Day, 2012

- On Persons Day, October 18, 2012, we released the bilingual municipal election guide *Women Care for Communities / L'Engagement féminin au sein des collectivités*. The guide served as a practical resource, encouraging women to speak up and take part in local municipal elections. Elections were held November 5 in small communities across PEI.

Purple Ribbon Campaign Against Violence



December 6 is the National Day of Remembrance and Action to commemorate the murder of 14 female engineering students in Montreal in 1989. Every year, the Advisory Council's Purple Ribbon Campaign involves volunteers Island-wide in an effort to distribute ribbons and

information cards with facts and statistics about family violence. Islanders are encouraged to wear the purple ribbon on or near December 6, and again during Family Violence Prevention Week in February, to remember all women who are victims of violence. The Advisory Council also organizes and participates in the annual noontime December 6 Memorial Service in Charlottetown.

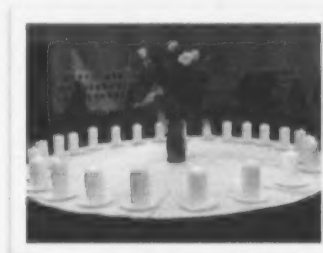
Purple Ribbon Campaign Highlights, 2012–2013

- **Theme: Violence is a choice. Choose better.**
- **Purple Ribbon Teachers' Guide:** One integrated, bilingual guide was developed in 2012 for Grade 7 Social Studies and Grade 9 Health, with curriculum connections and resources on preventing violence against women. Handouts in English and in French included Background on the Purple Ribbon Campaign, Multilingual Poster (featuring eight traditional and common-usage languages in PEI); 20 Ways Young People Can Help End Violence; "Better

Choices" crowd-sourced anti-violence strategies; Take a Stand with Us; Online resources for Teachers; "For Montreal," a poem by Tanya Davis; and "Sisters Remembered," a painting by Lisa Murphy.

- **Campaign Highlights:**
 - Campaign was profiled at PEI Teachers Convention, October 11–12.
 - A popular public "pinning bee" was reinstated at Beanz, November 5.
 - The Purple Ribbon Campaign was officially launched on the UN's International Day for the Elimination of Violence Against Women, November 25, 2012.
 - Distribution of more than 15,000 bilingual bookmarks and ribbons; 170 Teachers Guides resource packages.
- **Memorial Service:** The PEIACSW organized the Charlottetown Memorial Service held on December 6, in Memorial Hall at the Confederation Centre of the Arts. All Advisory Council members took part in the service. More than 200 people attended the Charlottetown noontime service.
 - Guest speaker, PEI legal aid lawyer Trish Cheverie, received an extended standing ovation for her moving speech, "Choice and the Cycle of Violence." A transcript and video are available here: <http://peiacsw.wordpress.com/2012/12/10/choice-and-the-cycle-of-violence-speech-by-trish-cheverie/trish-cheverie/>

- Candle-lighters included Premier Robert Ghiz, Minister Responsible for the Status of Women Valerie Docherty, RCMP, City Police, and representatives from women's and equality-seeking groups.
- The service included the silhouettes from the UPSE Silent Witnesses Initiative, coordinated by Pam MacKinnon.
- Special contributions to the service included "Woman's Song" performed by Samantha Lewis (AWAPEI, NWAC), music by Dr. David Morrison, and candle-lighting by family members of murdered PEI women.
- Financial and in-kind contributors to the Purple Ribbon Campaign included the Premier's Action Committee on Family Violence Prevention, Premier Robert Ghiz's office, the City of Charlottetown, the Interministerial Women's Secretariat, Quilting B & More, Hearts and Flowers, Confederation Centre of the Arts, and Beanz Espresso Bar and Cafe.
- Special efforts to contribute volunteer time and partnership support to the Campaign this year came from the Federated Women's Institutes, and also from PEI Family Violence Prevention Services staff and residents.



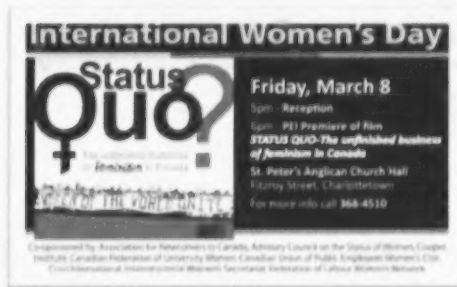
Family Violence Prevention Week, February 10-16, 2013

- ACSW staff work closely with the Premier's Action Committee throughout the year, and particularly during FVPW, to share resources and maximize impact.
- In the new calendar year, purple ribbons and informational bookmarks continued to be requested. Over 1,000 additional bookmarks and ribbons, posters and handouts were distributed during FVPW.
- New this year was the distribution of purple ribbon temporary tattoos. More than 3,000 were readily distributed among youth-led and youth-serving organizations. They proved popular and accessible. A news release was printed in *The Guardian* newspaper about the success of the tattoos.
- Council Chairperson and staff members participated in the Walk in Silence for Victims of Violence and the reception following at City Hall; a 1 Billion Rising dance mob organized at UPEI was attended by the ED and Program Coordinator. Several Council members attended events in their communities.

Students from S.A.V.E. (Students Against Violence Everywhere) at Souris Regional High School display purple ribbon tattoos to show support for ending violence in PEI communities.



International Women's Day – March 8



United Nations-declared International Women's Day (IWD) takes place on March 8th each year. Events on International Women's Day and the week surrounding it recognize women's ongoing local and global struggle for equity. In 2013, the Advisory Council on the Status of Women members met on International Women's Day to allow all members to take part in events.

Highlights from International Women's Day, 2013

- The Chairperson published a commentary, titled "A Reflection and Celebration of International Women's Day" (March 8).
- Council staff helped organize a well-attended, rousing public evening of celebration and call to action. More than 200 people shared simple food and singing of "Bread and Roses" led by Jolee Patkai. The NFB documentary *Status Quo?: The Unfinished Business of Feminism* was shown. Council Chairperson read her opinion piece prepared for the *Guardian*; the Program Coordinator emceed the evening.

- Highlights included liaising with the Canadian Federation of University Women, PEI chapter, on screening *Status Quo?*, and having a strong connection with the Island's newcomer community – through PEI Association for Newcomers to Canada staff and the Women's Happiness Group – both in organizing and attending the event.



Bread and roses and organizers and guests at the 2013 International Women's Day celebration in Charlottetown.

Bursaries for Women

Each year, the Advisory Council awards four bursaries for post-secondary education. There is one bursary each to assist a University of Prince Edward Island student, a Holland College student, and Collège Acadie student. The fourth bursary, named for late Council vice-chairperson Inge Blackett, supports

ongoing studies for a woman who is a recent immigrant to Canada. The deadline to apply for bursaries is **October 15** for all four bursaries. The University of Prince Edward Island also administers an internal bursary in our name, awarded to a woman studying Engineering.

Bursary Recipients, 2012

- **Collège de l'Acadie:** Janine Gallant
- **Holland College:** Melanie Harper
- **University of Prince Edward Island:** Karla Carnegie
- **Inge Blackett Bursary:** Htoo K'mu Paw
- **PEI Advisory Council on the Status of Women Engineering Bursary:** Mikaela Lustic

PUBLICATIONS LIST

The following is a summary list of publications mentioned above. These publications are usually available in hard copy from the Advisory Council or in electronic copy on its Website at <http://www.gov.pe.ca/acsw>

- **Women Care for Communities: Municipal Election Guide 2012 / L'Engagement féminin au sein des collectivités (October 2012)** *A bilingual guide to why small-community elections in PEI are important to women, as voters and as potential community leaders.*
- **Purple Ribbon Campaign Resource Guide for PEI Teachers / Guide de ressources pour les enseignant(e)s, Campagne du ruban violet contre la violence (October 2012).** *A bilingual, multi-grade guide for teachers, for use with the 2012 Purple Ribbon Campaign Against Violence, with connections to Grade 7 Social Studies and Grade 9 Health curriculum. Fully bilingual. Including handouts specific to the 2012–2013 campaign:*
 - “Better Choices” Resource/ Ressource « Meilleurs choix »
 - “Violence Is a Choice” Multilingual Poster / Affiche multilingue « La violence est un choix »

FINANCIAL STATEMENTS

Management's Report

Management's Responsibility for the Financial Statements

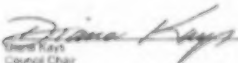
The financial statements have been prepared by management in accordance with Canadian accounting standards for the public sector and the integrity and objectivity of these statements are management's responsibility. Management is responsible for the notes to the financial statements and for ensuring that the information is consistent, where appropriate, with the information contained in the financial statements.

Management is responsible for implementing and maintaining a system of internal control to provide reasonable assurance that reliable financial information is produced.

The Advisory Council members are responsible for ensuring that management fulfils its responsibilities for financial reporting and internal control. The Council members review internal financial reports on a regular basis and externally audited financial statements annually.

The Auditor General conducts an independent examination, in accordance with Canadian generally accepted auditing standards and expresses her opinion on the financial statements. The Auditor General has full and free access to financial information and management of the Prince Edward Island Advisory Council on the Status of Women to meet as required.

On behalf of the Prince Edward Island Advisory Council on the Status of Women:


Gerald Kyles
Council Chair


Jane Edwards
Executive Director

September 24, 2013

PEI Advisory Council on the Status of Women

INDEPENDENT AUDITOR'S REPORT

To the Members of the
Prince Edward Island Advisory Council on the Status of Women:

I have audited the financial statements of the Prince Edward Island Advisory Council on the Status of Women, which comprise the statement of financial position as at March 31, 2013, and the statements of operations and accumulated surplus, changes in net financial assets, and cash flow for the year then ended and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for the public sector and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

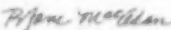
My responsibility is to express an opinion on these financial statements based on my audit. I conducted the audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal controls relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall financial statement presentation.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of the Council as at March 31, 2013, and the results of its operations, changes in net financial assets, and cash flow for the year then ended in accordance with Canadian accounting standards for the public sector.


B. Jane MacAdam, CA
Auditor General

Charlottetown, Prince Edward Island
September 24, 2013

PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2013

	2013 \$	2012 Revised \$
Financial Assets		
Cash	56,797	5,817
Accounts receivable	472	358
	17,289	3,173
Liabilities		
Accounts payable and accrued liabilities (Note 4)	14,578	22,872
Net Financial Assets (Debt)	42,691	(15,797)
Non-Financial Assets		
Prepaid expenses	1,173	551
Accumulated Surplus (Deficit)	43,864	(15,146)

(The accompanying notes are an integral part of these financial statements.)

APPROVED ON BEHALF OF THE ADVISORY COUNCIL ON THE STATUS OF WOMEN

COUNCIL CHAIR

Diana Kays

COUNCIL MEMBER

[Signature]

PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
STATEMENT OF OPERATIONS AND ACCUMULATED SURPLUS
FOR THE YEAR ENDED MARCH 31, 2013

	Budget 2013 \$	2013 \$	2012 Revised \$
Revenues			
Grants - Province of Prince Edward Island	195,000	248,980	149,321
Program revenue	5,000	1,500	1,500
Other	—	525	221
	200,000	248,980	151,042
Expenses			
Administration	11,560	10,810	10,169
Contracts	7,000	5,380	6,718
Council meetings/business	26,190	25,473	24,083
Equipment	1,000	2,245	599
Materials and supplies	7,277	10,225	8,642
Salaries and benefits	147,850	135,842	104,893
	200,877	189,975	213,587
Annual Surplus (Deficit)	—	59,010	(63,945)
Accumulated Surplus (Deficit) beginning of year		(15,146)	(48,943)
Accumulated Surplus (Deficit) end of year		43,864	(15,146)

(The accompanying notes are an integral part of these financial statements.)

PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
STATEMENT OF CHANGES IN NET FINANCIAL ASSETS
FOR THE YEAR ENDED MARCH 31, 2013

	Budget 2013 \$	2013 \$	2013 Revised \$
Net Financial Assets (Debt), beginning of year	(15,797)	(15,797)	(254)
Accounting changes (Note 3)	—	—	46,796
Revised Net Financial Assets (Debt), beginning of year	(15,797)	(15,797)	46,696
Changes in year:			
Annual surplus (deficit)	—	58,019	(93,898)
Change in prepaid expenses	—	(322)	(324)
Change in Net Financial Assets (Debt)	—	58,486	(35,202)
Net Financial Assets (Debt), end of year	(15,797)	42,691	(15,797)

(The accompanying notes are an integral part of these financial statements.)

PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
STATEMENT OF CASH FLOW
FOR THE YEAR ENDED MARCH 31, 2013

	2013 \$	2013 Revised \$
Operating Activities		
Surplus (Deficit) for the year	58,019	(93,898)
Changes in:		
Accounts receivable	(114)	351
Accounts payable and accrued liabilities	(8,394)	13,168
Prepaid expenses	(322)	(324)
Cash provided (used) by operating activities	(9,030)	13,223
Change in cash	49,989	(80,675)
Cash, beginning of year	6,817	87,561
Cash, end of year	56,787	6,886

(The accompanying notes are an integral part of these financial statements.)

PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2013

1. Purpose of the Organization

The Prince Edward Island Advisory Council on the Status of Women is a government appointed provincial advisory agency. The Council works for equality and supports women's full and active participation in local, legal, cultural, and political spheres of life. The Council is a non-taxable entity under the provisions of the Income Tax Act.

2. Summary of Significant Accounting Policies

Basis of Accounting

These financial statements are prepared in accordance with Canadian accounting standards for the public sector. The following is a summary of the significant accounting policies used in the preparation of these financial statements:

a) Prepaid Expenses

Prepaid expenses consist of lease, insurance, and workers compensation payments and are expensed over the periods expected to benefit.

b) Tangible Capital Assets

Tangible capital assets are recorded as non-financial assets provided thresholds for capitalization are met. Tangible capital assets not meeting approved thresholds are expensed. During the year, equipment totaling \$2,245 (2012 - \$598) was expensed.

c) Revenues

Revenues are recognized in the period in which the transaction or event that gave rise to the revenue occurred. All revenues are recorded on an accrual basis, except when the accruals cannot be determined with a reasonable degree of certainty or when their estimation is impracticable.

Transfers (revenues from non-exchange transactions) are recognized as revenues when the transfer is authorized, any eligibility criteria are met, and reasonable estimates of the amounts can be made.

d) Expenses

Expenses are recorded on an accrual basis in the period in which the transaction or event that gave rise to the expense occurred.

PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2013

3. Summary of Significant Accounting Policies (continued...)

e) Financial Instruments

Financial instruments consist of cash, accounts receivable, accounts payable and accrued liabilities. They are carried at cost or amortized cost, less any provision on amounts receivable.

Since the Council has no material unrealized remeasurement gains or losses attributed to foreign exchange, derivatives, portfolio investments, or other financial instruments, a statement of remeasurement gains and losses has not been prepared.

f) Use of Estimates and Measurement Uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for the public sector requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosures of contingent assets and liabilities at the date of the financial statements, and the reported amounts of the revenues and expenses during the period. Items requiring the use of significant estimates include accrued liabilities.

Estimates are based on the best information available at the time of preparation of the financial statements and are reviewed annually to reflect new information as it becomes available. Measurement uncertainty exists in these financial statements. Actual results could differ from these estimates and the differences could be material.

3. Change in Accounting Policy - Deferred Revenue

Effective April 1, 2012, the Council adopted Canadian accounting standards for the public sector, PSA standard 3410, *Government Transfers*. This new standard requires that operating grants received by the Council from the Province be recorded as operations when received. Previously, under Canadian GAAP, these grants had been deferred and recognized in operations as expenses were incurred. These standards were adopted with retroactive restatement and therefore the comparative figures have been restated. The 2012 financial statements have been adjusted to reflect the reduction of deferred revenue of \$46,750 as at April 1, 2011, and reduce grants from the Province of Prince Edward Island and increase the annual deficit of the Council at March 31, 2012, by \$46,750.

4. Accounts Payable and Accrued Liabilities

	2012 \$	2011 \$
Accounts payable	6,100	4,965
Accrued salaries and benefits	8,476	15,097
	14,576	22,972

Annual Report 2012-2013

PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2013

5. **Employee Benefits**

a) **Sick Leave**

Employees of the Council are granted a basic amount of 15 days of paid sick leave on April 1 of each fiscal year. Unused sick days may be accumulated to a maximum of 30 days. The use of accumulated sick days for sick leave compensation ceases on termination of employment and there is no obligation to settle these amounts with cash payments. A liability has not been calculated or recognized in these financial statements based on an analysis which indicated the liability was not significant.

b) **Pension Benefits**

Permanent employees of the Council participate in the Province of Prince Edward Island's Civil Service Superannuation Pension Plan which is a multi-employer contributory defined benefit pension plan. The Plan provides a pension on retirement based on ten percent of the average salary for the highest three years times the number of years of the pensionable service. The Plan is administered by the Province of Prince Edward Island. The Council's annual portion of contributions to the Plan is paid by the Province and any unfunded liability is the responsibility of the Province and therefore no liability has been recognized in these financial statements.

6. **Contractual Obligation**

A photocopier is leased until October 15, 2015, with annual lease payments of \$2,300 plus applicable taxes.

7. **Related Party Transactions**

The Council received the following grants from the Province:

	2013 \$	2012 \$
Operating Grant	243,750	146,250
Other Grants	3,236	3,051
	246,986	149,301

Certain costs incurred by the Province of Prince Edward Island on behalf of the Council are not reflected in these financial statements. These costs include rental of the Council's office, related office expenses, and certain employee benefits.

PRINCE EDWARD ISLAND
ADVISORY COUNCIL ON THE STATUS OF WOMEN
NOTES TO FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2013

8. **Financial Management**

The Council's risk exposure, as a result of the financial instruments on its statement of financial position at March 31, 2013, is limited to liquidity risk. The Council's financial instruments are not subject to significant market risk or credit risk.

Liquidity Risk

Liquidity risk is the risk that the Council will not be able to meet all its cash outflow obligations as they come due. This risk is mitigated by monitoring the level of financial assets in relation to amounts due and implementing fiscal restraint when necessary.

9. **Budgeted Figures**

Budgeted figures have been provided for comparative purposes and were derived from estimates approved by the Council.



PRINCE EDWARD ISLAND
Advisory Council on the Status of
WOMEN

For additional copies of this report:

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